

Claims:

1. A liquid thickened chlorine bleach composition comprising:
- 5 an active chlorine source;
at least one surfactant selected from anionic surfactants, amine oxides, and mixtures thereof;
at least one thickener selected from polycarboxylates, polyacrylamides, clays, gums, cellulose derivatives, and mixtures thereof;
- 10 at least one abrasive material selected from oxides, carbonates, quartzes, siliceous chalk, diatomaceous earth, colloidal silicon dioxide, alkali metasilicates, organic abrasive materials selected from polyolefins, polyethylenes, polypropylenes, polyesters, polystyrenes, acetonitrile-butadiene-styrene resins, melamines, polycarbonates, phenolic resins, epoxies and polyurethanes, natural materials selected from rice hulls, corn cobs, and the like, nepheline syenite, or talc and mixtures thereof;
- 15 water; and
optionally, one or more materials selected from perfumes and perfume stabilizers, builders, rheology stabilizers; pH and buffering agents, electrolytes, pigments, colorants and the like.
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2. The composition according to claim 1 wherein the surfactant is an amine oxide.
3. The composition according to any one of claims 1 to 2 wherein the surfactant is a mixture of anionic surfactant and amine oxide.
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4. The composition according to any one of claims 1 to 3 wherein the anionic surfactant is selected from alkyl sulfates and alkyl ether sulfates.
5. The composition according to any one of claims 1 to 4 wherein the anionic surfactant is selected from alkyl ether sulfates.
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6. The composition according to any one of claims 1 to 5 wherein the thickener is a mixture of polycarboxylates and clays.

7. The composition according to any one of claims 1 to 5 wherein the thickener is a mixture of polycarboxylates and polyacrylamides.
- 5 8. The composition according to any one of claims 1 to 5 wherein the thickener is a polycarboxylates.
9. The composition according to any one of claims 1 to 8 which contains a rheology modifier.
- 10 10. The composition according to any one of claims 1 to 9 wherein the pH of the composition is 12 or greater.
11. The compositions of the present invention substantially described with reference to the Examples.